



**SPECIAL
REPORT**

AFFILIATE ATTRACTION

**How To Get The World's Top
Affiliates BEGGING You
to Promote Your Products**

Affiliate Attraction

*How to Get the World's
Top Affiliates BEGGING You to
Promote Your Products*

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Introduction

Alright, so we all know **how much money some people are making online.**

A thousand dollars a month. Ten thousand dollars a month. Fifty thousand dollars a month. A hundred thousand dollars a month...

It's a real shame you're NOT making that much money. Yet.

How do those people manage to rake in that much cash in any given month when you're just barely managing to pay your cell phone bill with the money you bring in?

They do it through affiliate management...

The single best way to make sure that you make it big online.

But why is attracting affiliates such a good deal for you? Think of it this way.

You are on your own. You have a couple of websites selling your products, making a few bucks for you here and there.

That is all well and good – but it's NOT going to make you rich.

With affiliates, you have a whole army of people selling your products and making you money. Works a lot better than going it alone, no?

Enough about background.

I'm sure you are ready for the real meat and potatoes of how to score big with affiliates.

So without further ado, **it's time for you to learn how to get the world's top affiliates begging you to promote your products.**

Spying on Your Competition

There are very few of us out there who have the know how and the creativity to make it big without emulating someone else.

Maybe you come up with a good idea here or there, but is it really something that will turn you into an “overnight” millionaire? Doubtful.

So what is a person to do?

The easiest way to make sure that you make it big is to see what the pros do. Find out their every move. Cover them like their shadow.

Spy on them to learn their secrets.

And then use all of the information you’ve collected to your own advantage. It’s simple, really.

Of course, there is always the question of where to begin. A good place is usually something related to what you are trying to sell. To that regard, **you need to start by joining affiliate programs which promote other peoples’ products.**

Joining Affiliate Programs

Why would you want to spend your time and effort helping other people make more money than you?

The reason is simple. **You need to...**

- **Get access to their private launch blogs.**
- **Gain access to their members' only forums.**
- **Download copies of critical affiliate-only resources.**

You need to do this, so you can see how they snap up affiliates like a great white shark in a herd of seals.

The first resource you should be after is the private launch blog. These are the places where affiliates go to learn about when new products are coming out, what the new products will entail, and how much money they will earn from the sale of each affiliate product.

When reading through a launch blog, you'll need to be on the lookout for a couple of things.

First off, what style of copywriting is the marketer using? Is it persuasive? Effective? Does it make you just drool over the possibility of selling his or her product?

Take notes (mental or otherwise) of the techniques the marketer is using to attract affiliates. You'll be using them later when you attract affiliates of your own.

The other thing you need to be on the lookout for is the pricing structure. Consider the products being released, how much the product's creator is offering to give to his or her affiliates, and what the actual price of the product is.

Just as before, use this information to determine the price of your own products when you finally release them.

The next step in spying on the competition is to run a search for partial affiliate links to find out who is promoting your competition's products.

Running Partial Searches for Affiliate Links

This is a quick and simple way to discover exactly who is selling a competitor's wares, to give you an idea on the kind of people you want to recruit for your own products.

If you've never done a search for affiliate links before, here's how to do it. For this example, we will be using Google, so visit <http://www.google.com>. In the search box, type `link:(website address)` where the website address is what links you're looking for.

So, if you are looking for links back to ABCDE Web Design's affiliate package, you would type in `link:abcdewebdesign.com,` without the quotes, to get all of the sites that Google has indexed that have a link pointing back to ABCDE Web Design.

You can further expand on this by adding in extra link information if you already know it. Since you have already joined your competition's affiliate program, chances are that you have access to at least one copy of an affiliate link.

Use a portion of that link (without the actual affiliate ID at the end) to search for the sites that are using true affiliate IDs and not just providing backlinks to the marketer's product.

An example of this might be something like "link:abcdewebdesign.com/aff/rel=" without the quotes.

If you find that you're not succeeding when it comes to dredging up links to find which affiliates are offering a certain marketer's product, all is not lost. **There is still one more thing you can do to get the affiliates to come out of the woodwork.**

Just ask them.

Well, maybe not. But **there is a way to get a few of them to show themselves without too much effort on your part.** All you have to do is join a niche forum that has at least a little correlation to your competition's product.

Asking for Product Reviews

Once you have filled out the required forms, visit the forum and create a new topic. In that new topic, all that's necessary is to **ask for a product review.**

And **faster than you can hit that "Post" button, you'll have affiliates** (who frequent the forum) spreading their links around like crazy. Visit their links, find out who they are, and you'll be on your merry way.

There is a catch to this method, however.

While you will probably get quite a few hits from people trying to score an extra sale, **you will only find affiliates who frequent that particular forum.** Other affiliates will still be unbeknownst to you. A small price to pay, however, for having others do all of the legwork for you.

Courting the Potential Affiliate

Now that you have all of the competition's tools at your disposal, **it's time to put your plans into action and court the people you want to have as your affiliates.**

This is not a job for someone who does not like to talk to people or feels superior to those who will be working for you. Instead, courting the affiliates should be done with care and tact to make sure that they will be begging to sell your products.

The real question is how you go about attracting affiliates to your cause.

And the answer...

Give Her an Offer She Can't Refuse

Alright, so at this point, you should have one thing and one thing only on your mind – to attract the biggest, the best, and the most powerful affiliates to your team. Anything short of that, although good, is not what is going to help you make the big bucks.

You need names. Big names. And lots of them.

You may think that the best way to attract the big affiliates is to offer them huge incentives to sell your product.

While this is one way, and a method that you will ultimately have to use, there are other methods of attracting the big guns in the affiliate marketplace. But **for now, let's start by just talking about money.**

You are going to be selling your product for a certain price. That's a given. **What you may not have put much thought into at this point is how much of a cut you are going to give your affiliates.**

Too much, and you end up making them rich off of your hard work. Too little, and all of the big name affiliates will simply kiss you goodbye. **Finding the right spot is of the utmost importance.**

Alright, so you still have all of that competitive research that you did earlier, right? **What were some of the affiliate rates that your competition was providing to their affiliates?** Did that sound fair? Too high? Too low?

Take some time to analyze the rates that your competition is sending to their affiliates and go from there. Tweak the formula a little to see who bites. You may end up giving your affiliates a little larger slice of the pie or a little smaller slice.

One thing to note.

If this is your first time offering an affiliate product, you may want to err on the high side and offer your affiliates a larger cut than you would normally want.

This is because people are naturally weary of newcomers to a particular market – and you don't want to make it harder to attract affiliates by offering a price that is too low.

Aside from a cut of each sale, you are going to want to offer your affiliates even more incentives if you hope to snag the good ones. While writing excellent copy is a great way to get affiliates to jump (more on this later), let's stick with financial incentives for a little longer.

You may want to consider offering benefits such as bonuses for affiliates who reach certain sales goals. If they sell a hundred of your product, throw in some extra cash.

If they sell a thousand of your product, make it worth their while. The more monetary incentives someone has to coax them along, the harder they will work for you.

And the high end affiliates will never even look your way if you do not use everything in your power to entice them.

Of course, there are other financial ways to attract affiliates, but these are just the two biggest, most effective ways. If you find that something else works wonders for you, then go with that.

Now, let's move on to talk about how to write copy that will blow away the competition.

Create an Irresistible Affiliate Invitation

That should be the next big question on your mind. Even if you have no desire to reach for the biggest affiliates at this point, **you should always be wondering how to make your invitations stand out from the pack.**

After all, there are hundreds if not thousands of affiliate products in the same niche as your product, so writing good copy is important to the success of anyone who hopes to make a fortune on the internet.

There are two ways to write an irresistible invitation. Good copywriting. Know the audience.

Good copywriting is one of those things that you either have or you don't. If you already have the gift of the pen, you're well on your way already. But, if you are like most people who can't put two words together on paper without having at least one grammatical error, then you're going to need to practice your skills.

In order to make great copy, you're going to need to master the art of building a killer subject heading and a compelling offer. Once you've got that, people will be eating up your invitations like crazy.

To write an amazing header, there is just one rule. Practice, practice, practice. Some people have a knack for it, some people don't. But the good thing about creating a fantastic heading is that there are plenty of places to go to see this technique in action.

Social bookmarking / media sites are a great place to start. [Digg](#), [StumbleUpon](#), [Mixx](#), [Reddit](#), [Sphinn](#), [Del.icio.us](#). These are all sites that were built on the backs of those who know how to write compelling headlines.

After all, most users vote for the stories purely on what the title says – much like more than a few of your potential affiliates will choose to read or delete your invitation solely on what your invite's headline states.

Visit these sites, check out the top stories, and see how people are able to grab the audience's attention with an amazing headline. Then emulate their style with your own work.

Of course, while an attractive headline gets people in the door, a compelling body keeps them sticking around.

Your offer should be perfect, in both grammar and content. Here are a few do's and don'ts to keep in mind.

- Do make your offer seem compelling.
- Do make big promises and claims.
- Do talk about why your product is better than the competition.
- Do discuss any plans for sales bonuses for your affiliates.
- Do discuss how successful your previous products have been (if you have any.)
- Do use short sentences and paragraphs.
- Do write in a style that is acceptable to your audience.

- Don't discuss how you're new to the whole affiliate marketing business.
- Don't make your offer bland or mundane.
- Don't use long, drawn on sentences and paragraphs.
- Don't make your offer so long that nobody will want to read it all.

By following these rules, you will be well prepared to write an amazing affiliate invitation.

But there is still more.

One last step to bring in the best affiliates, hook, line, and sinker: **You need to research your audience and write specifically for them.**

By now, you should have already done the research on your target market. **After all, you've just created a product for these people and you've done a ton of research on what the competition is offering.**

In short, you should be an expert on what your audience is looking for. If you're not, then you will need to go back and do more research until you are an expert.

However, when enticing affiliates, sometimes you need to know more than your audience as a whole. Sometimes, especially with the big time affiliates, **you need to craft individualized letters to really get them excited about your offer.**

How do you do it? **You find out what makes each individual affiliate the happiest – and exploit that knowledge.**

But what should you be looking for? **How are you to know what makes a particular affiliate “tick”?**

Start by researching every product he or she is an affiliate marketer for. These will be the types of products that he or she has the most experience with, knows the most about, and is going to be looking for the next time he or she wants to become an affiliate for another product.

By knowing what kinds of products a particular affiliate is after, you’ll be at a big advantage.

A problem arises when you find that an affiliate has no clear cut pattern of products he or she offers. If that’s the case, look at the prices of the products the affiliate is recommending. That particular affiliate may be into high priced, medium priced, or even low priced products. Once you find out, change your marketing angle accordingly.

As you can see, knowing your affiliates and writing amazing copy can make the difference between scoring big or missing big. But, even after you find that you are able to hook the biggest and brightest stars in the affiliate marketing arena, you are still going to need to come up with a way to get them to stick around.

That’s what the next section is all about: Keeping your super affiliates happy.

So once you have all of your affiliates lined up, dying to sell your products, you may feel that you are in the clear. You can just sit back, relax, and watch the money roll in.

Wrong.

If you truly want to be successful by using affiliates to sell your wares, you are going to need to make sure that you keep your affiliates happy at all times. A happy affiliate is going to work harder for you because there is some kind of a reward involved for their efforts.

Keeping Your Super Affiliates Happy

The happier the affiliate, the better off you are going to be in the long term.

The question, then, is how do you make your affiliates happiest?

Well, there are actually quite a few different ways of keeping your affiliates on the up and up.

We will be discussing them soon, but first, let's take a look at some different milestones you can use to reward your affiliates who are working for you.

Right off the top of your head, you should think about rewarding your highest grossing affiliate. After all, this is the man or woman who is turning huge amounts of money over to you thanks to his or her careful placement of links and well designed websites.

This is the person you should be doing everything in your power to keep on board.

But what about other high grossing affiliates? You should reward them too – but not as well as you reward your highest earner.

This way, you tell your other high sellers that you are grateful to have them on board – but if they do better, they will be given even better gifts from you in the long term.

On a short term basis, you should consider some kind of reward for your best monthly affiliate – even if that person is the same man or woman who keeps winning your rewards for highest grossing affiliate.

If you find that the same people keep snatching rewards from others, **consider changing the short term award structure to only give prizes and gifts to those who are fairly new affiliates.**

Finally, you will have some affiliates who provide you with a continuous flow of income, but never sell enough to make the top spots where you are giving out the big prizes.

For these affiliates, you should **consider giving out milestone awards.**

These are awards that are given because they sell a certain amount of your product over time. Good milestones that you should consider include: 100 units, 500 units, and 1,000 units.

Of course, these milestones depend on your product, and may need to be lowered if you are selling something that is very expensive or raised if you are selling something that is only ten or twenty dollars apiece.

Give Your Affiliates Personal Rewards

For starters, start small.

After all, you are all in this together, and if you are just starting out, you do not have the money saved up to be able to give out huge gifts. So instead, consider using little extras here and there.

- Handwritten thank you notes mailed to their home addresses.
- Gift certificates to popular stores like Starbucks, Macy's, or Best Buy.
- Holiday ornaments.

Just simple things like that.

You may think that these extra touches will go unnoticed, but trust me, your affiliates will always remember them and think very highly of you for even going that little extra mile.

Keeping with the idea of starting small, give your affiliates a call from time to time to thank them for their hard work.

While a lot of people will recommend that you only take the time to call your best affiliates, you should call every affiliate that works for you.

Your best affiliates will think highly of you and you can use the call to help motivate your slower selling affiliates.

Use Calls and Other Rewards

During these calls, you can do more than just thank those who are working for you. Take the time to ask them if there is anything you can do to help them out. By making their lives easier, they will in turn be able to make you more money.

Sometimes, doing the smallest thing to help an affiliate out can provide you with many more sales almost immediately.

And then there are the monetary benefits of being an affiliate. Remember those rewards that I was talking about earlier? – Time to put them into action.

Now, all of this depends on how effective your affiliates are and how much your product is selling for, but here are a few ideas that you may want to consider as rewards for your biggest and best affiliates in your network.

If you are making a lot of money from affiliate sales, **consider offering your best affiliate a paid vacation to a beautiful destination.**

You've got the money to cover it – and all of your affiliates will work much harder if they think they have a shot at scoring a deal like that at the end of the year.

Other rewards include small stipends for reaching certain sales milestones as well as larger gift cards or cash for people who sell the most every month.

While it is true that some of these gifts will cut into your bottom line, **they also stimulate sales by getting your affiliates excited about working as hard as they can.**

But **providing monetary rewards for your best affiliates is not the only way to treat your network well.** You can offer your best affiliates ways for both you and them to make more money. How do you do it?

Give Super Affiliates the “Cliff Notes” Version Early

That’s right. By offering your affiliates a lot of lead time for your next products, you will be able to help them help you make more money – making all parties extremely happy.

So, instead of releasing your next product to all of your affiliates at the same time, you can supply your super affiliates with an advanced, preview copy of what you are going to be selling well ahead of time. Months or at least weeks in advance.

You can also give your affiliates a “Cliff Notes” style preview version of your upcoming product so they can get to work in advance on your newest product even if you have not had the time to completely finish it up and make it suitable for selling.

These product “Cliff Notes” will give your super affiliates a much needed break from their busy schedules, allowing them to sell more of your product in a much shorter amount of time.

There you have it: a few tips and tricks that you can use to make your affiliates just that much happier. Remember that keeping your affiliates happy should be the second biggest thing on your mind – after making money by recruiting big name affiliates in the first place.

Conclusion: Creating the Ultimate Affiliate Network

Your affiliate network is only as good as the affiliates that you are able to attract, so you owe it to yourself to make sure that you get only the best affiliates working for you.

While you may not be able to get every single super affiliate on your team, as long as you get a bunch – you will be sitting pretty with a lot of cash in your hands.

Nabbing those affiliates is not as tough as others would lead you to believe. By offering your affiliates great deals and enticing them with amazing copywriting skills, you will find that the best and biggest affiliates will be chomping at the bit, just dying to sell your product.

If you find that you are having trouble getting those big time affiliates, just do with the other big name marketers do – learn from your competition.

Spy on the other people who already have the big name affiliates under their belts so that you can learn how to be as good as they are. And better.

And when it all comes down to it, after you've created your product, snatched up a group of super affiliates, and practically swimming

through your cash – you should **always remember to keep your affiliates happy by giving them what they want.**

Money, vacations, previews of upcoming products, or even a simple pat on the back once in awhile to keep them motivated towards your cause.

This is the secret of a highly successful affiliate marketing campaign.

Fireball Books

IMPORTANT!

“Learn How to Transform Your Business by Attracting Super-Affiliates, Improving How You Manage Them, Ensuring that They Receive the Right Tools to Be Successful, and Retaining them Indefinitely...”

If you're like most affiliate managers, **you probably don't pay much attention to how you recruit affiliates**, how you manage them after you recruit them, how you train them, and how you retain them.

Indeed, if you're like most affiliate managers, **you probably don't think a whole lot about what processes are driving the success of your affiliate program and what things might be making you fail.**

**You Will Learn How to Competently
Manage Affiliates**

[Click Here to Learn More...](#)